

Online Media Specialist

The American Embassy is inviting applications for an Online Media Specialist position. The incumbent assists in the development and implementation of the Embassy's strategic communication plan in the area of emerging media outreach, including social networking, and manages web-based information dissemination and communication tools, including internet websites, blogs, social media sites, web chats, podcasts, etc., to reach and engage target audiences. The incumbent optimizes online platforms to maximize usage (visitation) and trains and advises on use of social media.

Interested candidates must have an undergraduate degree in social science, communications, journalism, humanities, information technology, computer science, public relations, advertising, or related fields with two years experience in electronic journalism, web development, web design, online community development, and use of social media tools, database use, or other related fields. They must have wide-ranging, up-to-date knowledge of social media and web/web 2.0 principles and trends and must be familiar with database concepts and have the ability to build online communities. Applicants must have working knowledge of graphic design and multimedia applications and HTML/XML or related applications and must have working familiarity with web video development and production techniques and with the use of basic-to-advanced equipment for sound and visual production, multimedia and embedding, etc. Candidates must be fluent in spoken and written English and Bahasa Malaysia.

The minimum starting annual salary is RM72,171. Benefits include a two-month bonus, a higher EPF employer contribution rate, group life and health insurance, etc. Please write in (with phone number and expected salary but do not include photo) to the Human Resources Office, P.O. Box 10035, 50700 Kuala Lumpur by February 11, 2011. Only short listed candidates will be notified.